

ALAA' HUSSAM FARRAJ
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SENIOR-LEVEL/EXECUTIVE IN HOSPITALITY SALES & MARKETING

Offering superb sales and marketing skills and proven record of accomplishment in the hospitality industry. Along with significant experience in brand management and development of brand standards, Specialized in the field of sales, marketing, revenue management, events planning and e-commerce demonstrating. Strong leadership with a wealth of experience in the corporate, MICE, and Leisure segments within the chain hotels brands in Jordan (Amman, Dead Sea, Petra, and Aqaba.)

PROFESSIONAL PROFILE

- Offering superb sales and marketing skills and proven record of accomplishment in hospitality industry.
- Polished closer with an intimate understanding of the hotel field, expertise in rebranded hotels and Turnaround property situations, and the ability to oversee sales and marketing activity for a growing company.
- An exceptional communicator who excels at delivering presentations and maintaining customer Relations with national & International key accounts.
- Entrepreneurial an achiever with extensive skills and experience selling nationally and internationally.
- Strong leader with proven ability to teach by example,
- Strategic marketer with experience in managing and implementing budgets and plans.

PROFESSIONAL EXPERIENCE

Acting General Manager I/C of Sales & Marketing
(Millennium Hotels & Resorts) Grand Millennium Amman, Jordan
May 2021 Present

Hotels Profile:

Millennium Hotels & Resorts represent one ideally located hotel providing unique city business hotel Grand Millennium Amman Hotel is one of the best 5 Star Hotel in Amman providing 171 rooms, in addition to conference facilities and a well-reputed Selection of restaurants. The hotel is ideally located in the heart of the city. www.millenniumhotels.com

Duties & Responsibilities:

- Assist in providing day-to-day leadership and direction by maximizing financial returns.
- Driving the development of people, creating and maintaining a unique guest experience.
- Implementing all needed standards and building awareness in the local community.
- Stay in the moment by understanding and anticipating guest's needs, being attentive, and taking ownership of getting things done.
- Recruiting, training, and supervising staff.
- Maintaining statistical and financial records.
- Planning maintenance work, events and room bookings.
- Handling customer complaints and queries.
- Leading the sales team to achieve & exceed the hotel room's revenue budget, RGI & MPI goals.
- Setting the hotel revenues budget & presenting an annual sales plan.

Cluster General Manager
(Desert Hotels & Tourism Investment Company Ltd.) Golden Tulip Aqaba Red Sea Hotel, Mina Aqaba Hotel. Aqaba - Jordan
August 2019 – May 2021

Hotels Profile:

Desert Hotels & Tourism Investment Company Ltd. represent two ideally located hotels providing unique combination of business & leisure facilities. Golden Tulip Aqaba Red Sea Hotel (84 Rooms), www.goldentulip.com Mina Hotel Aqaba (160 Rooms), www.minahotelaqaba.com

Duties & Responsibilities:

- Assist in providing day-to-day leadership and direction by maximizing financial returns.
- Driving the development of people, creating and maintaining a unique guest experience.
- Implementing all needed standards and building awareness in the local community.
- Stay in the moment by understanding and anticipating guest's needs, being attentive, and taking ownership of getting things done.
- Recruiting, training, and supervising staff.
- Maintaining statistical and financial records.
- Planning maintenance work, events and room bookings.
- Handling customer complaints and queries.
- Leading the sales team to achieve & exceed the hotel room's revenue budget, RGI & MPI goals.
- Setting the hotel revenues budget & presenting an annual sales plan.

Cluster Director of Sales

(Marriot International) Amman Marriott Hotel, Dead Sea Marriott Resort & Spa and Petra Marriott Hotel. Jordan

August 2017 – August 2019

Hotels Profile:

Marriott international in Jordan represent 3 ideally located hotels providing unique combination of business & leisure facilities. Amman Marriott Hotel (292 Room – City Business Hotel), Jordan Valley Marriott Dead Sea Resort & Spa (250 Rooms – Resort with MICE facilities), Petra Marriott Hotel (100 – Leisure Hotel at one of the world seven wonders locations - Petra) www.marriott.com

Duties & Responsibilities:

- On behalf of my Country DOSM Directly managing a team of 15 members, in charge of day-to-day sales activities for the proactive team, catering, events, and EBC Department reporting directly to The Country DOSM, covering Sales, Public Relations, Marketing, Reservations, Revenue and EBC (Events Sales Team).
- Leading the team to achieve & exceed the hotel room's revenue budget, RGI & MPI goals.
- Setting the hotel revenues budget & presenting an annual sales plan.
- Managing all Communication & PR Events.
- Re-positioning the hotel within the national & International markets.
- Identify new business opportunities, develop new markets, and looking into a partnership with key market players.
- Directly managing the International Leisure Market & key accounts.
- Attending Regional and International Travel Exhibitions. - Coaching, Developing, and training the team.

Director of Sales

(Marriot International) Le Meridien Amman hotel -Amman, Jordan

March 2013 – August 2017

Hotel Profile:

The Le Meridien Amman - Jordan is one of the Largest 5 Star Hotel in Amman providing 430 rooms, the largest conference facilities Royal Conviction Center and well reputed Selection of restaurants. The hotel is ideally located in the heart of the city. www.Lemeridien.com/amman.

Duties & Responsibilities:

- Directly managing a team of 12 members, in charge of S&M Department reporting directly to The GM, covering Sales, Public Relations, Marketing, Reservations, Revenue and MEC (Banquet Sales Team).
- Leading the team to achieve & exceed the hotel room's revenue budget, RGI & MPI goals.
- Setting the hotel revenues budget & presenting annual sales & marketing plan.
- Managing all Communication & PR Events.
- Re-positioning the hotel within the national & International markets.
- Identify new business opportunities, develop new markets and looking into partnerships with key market players.
- Managing Starwood RFP system and overlooking the Lanyon program.
- Directly managing the International Leisure Market & key accounts.
- Attending Regional and International Travel Exhibitions. - Coaching, Developing and training the team

Director of Business Development
(Louvre Hotels Group) Golden Tulip Airport Amman Hotel - Amman, Jordan
July 2010 – March 2013

Hotel Profile:

The Golden Tulip Airport Amman Hotel is the first and only airport hotel providing 330 rooms, unique combination of business traveler facilities. The hotel has been renovated and re-branded in 2009. www.goldeutulipairportamman.com.

Duties & Responsibilities:

- Managing the sales team of 7 members while in charge of S&M Department in terms of Sales, Public Relations, Reservations & Revenue Management and Catering Services.
- Accountable to achieve & exceed the hotel monthly & yearly corporate/owner rooms Revenue budget. - Managing all Communication & PR Events.
- Leading the sales team to perform and achieve their target and meet & exceed expectations for both transient & groups.
- Involved in the budgeting process, marketing plan, market analysis, sales strategy and Revenue management.
- Managing PMS RFP system and overlooking the Lanyon program.
- Developing Regional & International Markets (Corporate & Leisure).
- Identify new business opportunities & create product awareness and looking into Partnership with key market players.
- Managing successfully key accounts.
- Attending Regional & International Travel Exhibitions.
- Conducting on Job trainings.

Director of Sales
(WORLDHOTELS) Regency Palace Hotel - Amman, Jordan
July 2008 – July 2010

Hotel Profile:

The Regency Palace hotel, is a sophisticated hotel in Amman providing 251 rooms, Unique combination of business traveler facilities and well reputed selection of restaurants Such as Trader Vic's and the U lounge.
www.worldhotels.com/hotel/regency-palace-amman.

Duties & Responsibilities:

- Managing the sales team of 9 members while in charge of S&M Department in terms of Sales, Public Relations, Reservations & Revenue Management and Catering Services.
- Accountable to achieve & exceed the hotel monthly & yearly corporate/owner rooms Revenue budget.
- Leading the sales team to perform and achieve their target and meet & exceed expectations for both transient & groups.
- Managing all Communication & PR Events.
- Involved in the budgeting process, marketing plan, Market analysis, sales strategy and revenue management.
- Managing PMS RFP system and Loyalty Programs.
- Developing Regional & International Markets (Corporate & Leisure). - Identify new business opportunities & create product awareness and looking into partnership with key market players.
- Managing successfully key accounts. - Attending Regional & International Travel Exhibitions.
- Conducting on Job trainings.

Sales Manager – Senior Sales Manager
(Starwood Hotels & Resort) Le Meridien Amman Hotel - Amman, Jordan
September 2005 – July 2008

Duties & Responsibilities:

- Possess excellent communication skills in customer relations.
- Be aggressive in targeting new business and exceed established goals for my market segment.
- Develop new clients for boosting hotel sales.

Sales Manager
(Six Senses Hotels Resorts Spas) Evason Main & Six Senses Spa – Ma'in, Jordan
Feb 2004 – July 2005

Duties & Responsibilities:

- Possess excellent communication skills in customer relations.
- Be aggressive in targeting new business and exceed established goals for my Market segment.
- Develop new clients for boosting hotel sales.
- Dynamic, a proactive person who can take the initiative and maintain as well as build the existing client base.

TRAINING & COURSES

- Communication Skills - NYIT
 - Time Management – NYIT
 - Finance Essentials – Harvard Business
 - Global Collaboration – Harvard Business
 - Global Sales – Starwood Hotels & Resorts
 - RFP & RTB Process – Starwood Hotels & Resorts
 - Power of Loyalty – Starwood Hotels & Resorts
 - PMP Exam Preparation – Amideast
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EDUCATION

- **Bachelor of Business Administration**, October 06 University 99/03, Cairo – Egypt.
 - **Diploma of Hotel Management / Hospitality Supervision**, American Academy 98/99, Amman – Jordan
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LANGUAGE & COMPUTER SKILLS

- Excellent Language Skills Arabic & English.
- MS Office.
- Web Surf.
- Opera.